

CHAMBER MONTHLY



4300 W. Streetsboro Rd.
Richfield, Ohio 44286
www.richfieldchamber.com

Jim Koewler, President
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FEBRUARY 2012

Greetings!

I hope that February finds you well.

We had a great Annual Meeting and Dinner on January 25th. I hope you attended.

Dr. Luis Proenza, President of the University of Akron, gave a wonderful keynote address. He urged us all to "Create the Future by Inventing It."

We recognized OEConnection as our first Richfield Company of the Year. OEConnection is a real Richfield-grown success story. Formed in 2000 as a joint venture of Ford, General Motors, Chrysler, and Bell & Howell (Snap-On Business Solutions,) OEConnection was the first online source for ordering original equipment automotive replacement parts for collision repairs across the U.S. The company has expanded its product lines into mechanical parts (i.e., for automotive repairs) and into heavy duty trucks. It has also expanded its territory into Mexico.

In addition, we recognized the contributions of last year's Chamber President, Ralph R. Waszak, Sr. as he passed the gavel to the new President, yours truly. I will strive to build upon the success of Ralph's time as President and will aspire to follow Ralph's fine example of leadership.

I hope to see you at our upcoming luncheon. On February 1, Dave Wyatt will deliver the State of the Township address. As usual, we gather for informal networking at about 11:45 and sit down to lunch at noon.

Later that day, Richfield Village will host a public meeting to discuss the plans that Jeff Kerr, planner/landscape architect for Floyd Brown Group, developed for the Wheatley/Brecksville Road area. The plan was funded by a grant from the Akron Metropolitan Area Transportation Study, the agency that prioritizes transportation projects and plans how transportation supports economic development in our area. The meeting is from 4:00 to 6:00 p.m. at the Town Hall.

I look forward to seeing you at our monthly meeting and around town.

Take care,
Jim Koewler

PRESIDENT'S CORNER

Jim Koewler



**LET'S DO
LUNCH!**

**WEDNESDAY,
FEBRUARY 1, 2012**

State of the Township

11:45 Informal Networking
12:00 Light lunch served
12:30 Speaker
1:00 Adjourn

Days Inn & Suites - Richfield

Members admitted free with a reservation.

Please R.S.V.P. to
330-659-3300 by January 31.

Non-members bring \$11 check payable
to Richfield Chamber of Commerce
No-shows will be invoiced \$11 for their reserved lunch.

*Invite an associate!
Bring your business cards
to share.*

Chamber Presents Check for \$28,755 for Historic Commercial Grants



At the annual dinner, the Chamber presented a check for \$28,755 to the Town Trust for economic development and historical preservation in the central historic district of Richfield. This money represents 80 percent of the profit from the 2011 Sweet Corn Challenge bike ride. 20 percent is used for general operations of the Chamber.

In the 18 years of its existence the Sweet Corn Challenge has earned a total profit of \$390,878. The chamber started the event in 1994 to generate funds to stop the degeneration of the “downtown,” and former economic center area, of Richfield. The Richfield Town Trust was set up as a separate organization to work for the total revitalization of this central area. Since incorporating as a 501-C-3

the Trust has received \$203,000 in grants.

Through the Town Trust, the Sweet Corn Challenge has provided \$104,932 in commercial grants to businesses in this core historic area. These businesses operate without the benefit of city water in buildings that are more than a century old. The property owners have leveraged this money and have invested an estimated \$1.64 million in their properties. Some buildings have been saved and about five start-up businesses are now operating in them.

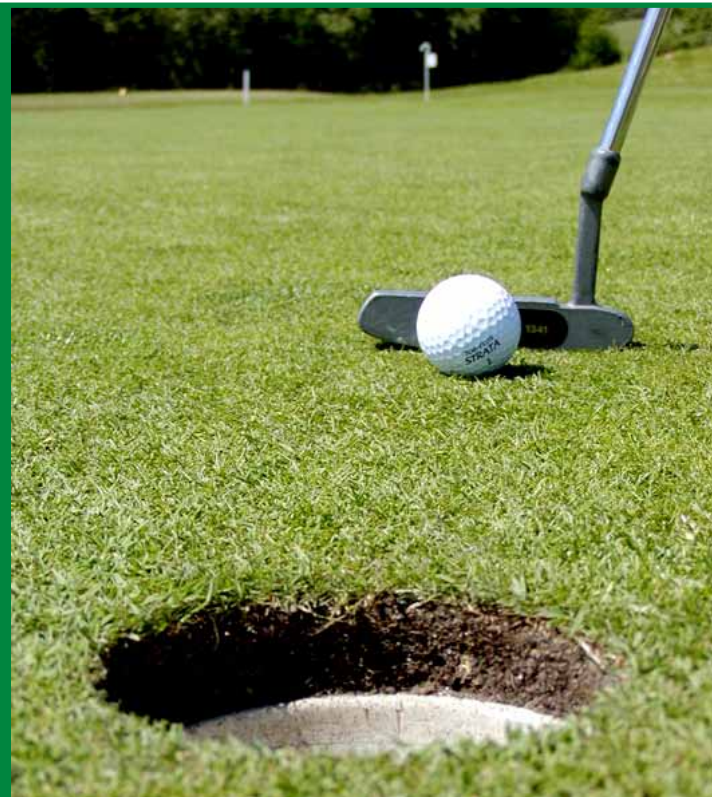
Considerable planning for the 2012 Sweet Corn Challenge on July 29 has begun. We need your help. Please email Sue Serdinak at sserdinak@scriptype.com or call 330-659-0303 to volunteer.

2012 LINKS FOR EDUCATION GOLF OUTING

Our 2012 “Links for Education” Golf Outing will be held on Wednesday, June 20. Mark your calendars now so you don’t miss out on this fun event!). Planning will soon begin. Please contact me if you are interested in serving on the committee.

We typically meet once a month around 5:30 p.m. in the restaurant at the Richfield Days Inn & Suites.

Karen Smik, Chairperson
330-659-4750
kls1650@roadrunner.com





Members of the Richfield Chamber of Commerce are members of NOACC (Northern Ohio Chambers of Commerce.) Through NOACC, chamber members are invited to the Chamber Networking Night at the Great Big Home and Garden Expo at the I-X Center. The networking will happen from 4 to 6:00 p.m. on Tuesday, February 7.

The cost to Chamber members is \$15.00 and includes all-day admission to the expo and the networking event, refreshments and a chance to win a prize.

Contact Peggi Wenham at 440-248-5710 ext. 2 to purchase tickets or visit greatbighomeandgardenexpo.com and use the promo code "CHAMBER". Exhibitors at the expo should contact Rosanna to participate in the networking night.

Business Spotlight



DMA/Dental IT provides information technology services, support infrastructure, and enabling technologies essential for comprehensive computing solutions. We recognize the industry's need for higher levels of integration to accommodate the range of technological products available to modern dental practices.

DMA Inc. / Dental IT

4336 Brecksville Rd., Richfield, Ohio 44286

Phone: 330-659-0401

www.dentalit.com

Monthly Speakers for 2012

March 7

State of the Village

April 4

State of Revere School

May 2

David Hunt of HFS Wealth Advisors.
Business Killers to Avoid

June 6

Dan Bell of Jackson Lewis
News You Can Use: Recent Developments in Labor and Employment Law

July 4 - No meeting

August 1

Eric Johnson of Walter & Haverfield.
Social Media in the Workplace

September 5

JoEllen Salkin and Muffy Kaesberg of Organizing 4 U.
SIMPLE Time Management

October 3

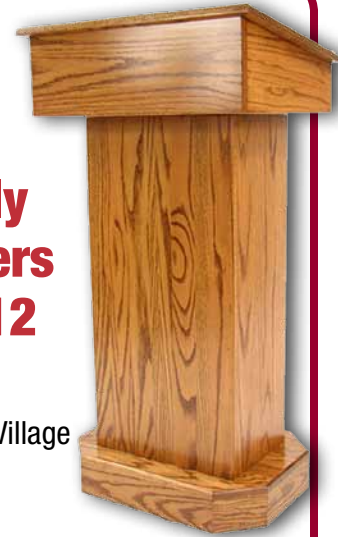
Celena Roebuck of CVCC.
CVCC in the Community

November 7

Sophia Veillette of Schulte & Company, CPAs, Inc.
End of Year Tax Planning

December 5

Peter Rea, Professor at Baldwin Wallace College.
Entrepreneurship





BUSINESS BOOKS

For those of you that have time for only one business related book a month, the Richfield Branch Library has gone into the shelves to narrow down trending title suggestions.

Ten Demandments: Rules to Live By In the Age of the Demanding Customer

by Kelly Mooney

McGraw-Hill (2002)

ISBN: 9780071387392 \$24.95

I couldn't start this review better than with an opening sentence: "The book you hold in your hands is a manifesto that reflects the mind-set of today's demanding consumers who shake their heads at companies that still don't get it." Surprisingly, that quote is ten years old. As you can well imagine, 2012 consumers are even more demanding, savvy and sophisticated, and not terribly tolerant of everything from poor customer service (virtual to physical), to poor security. I thought it appropriate for the February issue, to use Valentine's Day as the prop to demonstrate that the consumer is truly expecting more than just a heart-shaped box of store-bought chocolates, so to speak.

The Ten Demandments, according to Mooney, are thus:

- | | |
|---------------------|---------------------------|
| 1. Earn My Trust | 6. 24/7 |
| 2. Inspire Me | 7. Get to Know Me |
| 3. Make it Easy | 8. Exceed My Expectations |
| 4. Put Me in Charge | 9. Reward Me |
| 5. Guide Me | 10. Stay With Me |

As you can see, these Demandments have stood the test of time. After you read the supporting reasons why you need to pay attention to these 10 simple, but face-it, not easy to apply rules, you will comprehend that they can be applicable whether you are for-profit, or non-profit, with an on-line presence or not. If you do the above, and all of the above, you will surely gain the love of your consumers.